

NEW HAMPSHIRE STATE LIQUOR COMMISSION

MINUTES OF MEETING – JANUARY 31, 2002

PRESENT: Chairman John Byrne and Commissioner Anthony Maiola; John Bunnell, Administrator of Marketing & Sales; Richard Gerrish, Spirits Marketing Specialist; Nicole Horton, Wine Program Specialist. (Commissioner Patricia Russell was out of the office at the time of this meeting.)

Because of impending inclement weather, Chairman Byrne called the time of this meeting at the conclusion of the morning Enforcement agenda, which was abbreviated to include only the merchandising report.

4. Merchandising Report

A. SPIRITS:

1) St. Patrick's Day Sale:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve twenty (20) spirit items submitted for the upcoming St. Patrick's Day Sale, scheduled for the period Thursday, March 7 through Sunday, March 17, 2002, as recommended by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

a. Addition to St. Patrick's Day Sale:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve a special offer from Phoenix Marketing of one (1) spirit item as an addition to the upcoming St. Patrick's Day Sale, as recommended by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

2) Test Market Request (Minaki Blueberry Liqueur):

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve a request from Perfecta Wine Company for a new test market product listing for Minaki Blueberry Liqueur (assigned four-digit Code #8125), as recommended by Richard Gerrish, Spirits Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

3) One Time Purchase Tullamore Dew:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission deny an offer from Horizon Beverage Company/Allied Domecq Spirits USA Advantage Division of a special one-time purchase of Tullamore Dew, 750ML size (ceramic crock), as recommended by Richard

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Gerrish, Spirits Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

4) Distillers Masterpiece Mark Down:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve an offer from United Beverages, Inc./Future Brands of a special one-time purchase of Distillers Masterpiece 20 Year Old Bourbon, 750ML size, including a reduction in sale price in order to deplete remaining inventory, as recommended by Richard Gerrish, Spirits Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

B. WINES:

1) April Wine Sale:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve the placement of all retail wines on sale for the month of April, beginning Monday, April 1, 2002 through Sunday, April 28, 2002 at 10% off on the purchase of any wine retailing at \$9.99 or above when purchased in a mixed or matched case of twelve (12) or more bottles, as recommended by Nicole Horton, Wine Program Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

2) New Wine Product Listings (5 codes – United Beverages, Inc.):

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve a request from United Beverages, Inc. for general distribution of the following five (5) wine codes, each of which has earned the required gross profit of at least \$6,500. during a twelve-month period, the majority of which have been in the retail and on-premise markets, as recommended by James Beck, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales: Code #26739, Chardonnay Chalk Hill Sonoma, 750ML (initial distribution to Clusters 1 and 2); Code #28147, Pinot Grigio Kris Alto Adige, 750ML and Code #26972, Zinfandel Talus Cal., 750ML (initial distribution to Clusters 1, 2 and 3); Code #27297, Shiraz Hardys Nottage Hill, 750ML and Code #33074, Cabernet Sauvignon Forest Glen Cal., 1.5L (initial distribution to Clusters 1, 2, 3 and 4). The motion was unanimously adopted.

3) Special Offers for March 2002:

a. 1 item – Executive Wine & Spirits:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve a special offer from Executive Wine & Spirits, based upon depletions of one (1) wine item, to be featured on sale during March 2002, as recommended by James Beck, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

b. 52 items – Executive Wine & Spirits:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Executive Wine & Spirits, based upon depletions of fifty-two (52) wine items, to be featured on sale during March 2002, as recommended by James Beck, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

c. 76 items – Martignetti Companies of N.H.:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Martignetti Companies of N.H., based upon depletions of seventy-six (76) wine items, to be featured on sale during March 2002, as recommended by James Beck, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

d. 38 items – Martignetti Companies of N.H. (Dream Kitchen Give Away, March-May 2002):

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Martignetti Companies of N.H., based upon depletions of seventy-six (76) wine items in conjunction with the Dream Kitchen Give Away promotion, to be featured on sale from March through May 2002, as recommended by James Beck, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

e. 7 items – Martignetti Companies of N.H.:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Martignetti Companies of N.H., based upon depletions of seven (7) wine items, to be featured on sale during March 2002, as recommended by James

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Beck, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

- 4) Recommended Allocated Wines for Distribution to Selected Stores for Dream Kitchen Giveaway:

It was moved by Commissioner Byrne, seconded by Commissioner Maiola, that a recommendation from Nicole Horton, Wine Program Specialist and concurred by John Bunnell, Administrator of Marketing & Sales, to approve four (4) allocated wine products to be distributed to selected stores in conjunction with the Dream Kitchen Give Away be tabled pending further evaluation of the distribution of these products. The motion was unanimously adopted.

- 5) Primary Source Submissions:

- a. 1 item – primary source:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve the listing of one (1) wine code which is from primary source, as recommended by James Beck, Wine Marketing Specialist. The motion was unanimously adopted.

- b. 10 items – imported:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve the listing of ten (10) wine codes which are not from primary source, but are imported, as recommended by James Beck, Wine Marketing Specialist. The motion was unanimously adopted.

- c. 4 items – exclusive agent:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve the listing of four (4) wine codes which are not from primary source, but are offered by the exclusive marketing agent, as recommended by James Beck, Wine Marketing Specialist. The motion was unanimously adopted.

III. ENFORCEMENT & LICENSING REPORTS

None.

IV. CHAIRMAN'S REPORT & LATE ITEMS

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1. Bailment Requests:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve all requests for bailment releases/transfers dated January 25 through January 31, 2002. The motion was unanimously adopted.

2. Coupon Approvals:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve all coupon submittals recommended by James Beck, Wine Marketing Specialist and Richard Gerrish, Spirits Marketing Specialist for the month of February 2002. The motion was unanimously adopted.

3. Late Items:

a. Special Offers – Penfolds Rawson's Retreat Roll-Out for March 2002:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Martignetti Companies of N.H., based upon depletions of four (4) wine items in conjunction with the Penfolds Rawson's Retreat 30-day Roll-Out, to be featured on sale during March 2002, as recommended by Nicole Horton, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

b. Special Offer for March/April 2002:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Horizon Beverage Company, based upon depletions of six (6) wine items in conjunction with the introduction of Stone Cellars wines, to be featured on sale during March and April 2002, as recommended by Nicole Horton, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

c. Special Offer for March 2002:

It was moved by Commissioner Maiola, seconded by Commissioner Byrne, that the Commission approve special offers from Pine State Trading Company, based upon depletions of four (4) wine items, to be featured on sale during March 2002, as recommended by Nicole Horton, Wine Marketing Specialist and concurred by John Bunnell, Administrator of Marketing & Sales. The motion was unanimously adopted.

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John W. Byrne, Chairman

Anthony C. Maiola, Commissioner

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